



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application Of: §
HYUN, Phillip §
Application No.: 10/066,794 § Group Art Unit: 3625
Filing Date: February 6, 2002 § Examiner: James H. Zurita
Title: SYSTEM FOR AND METHOD OF COMPUTER §
CONTROLLED MEDIA BUYING PROGRAM §

AMENDMENT UNDER 37 CFR §1.111

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the office Action of July 2, 2004 and the Examiner Interview conducted August 31, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on 2 of this paper.

Remarks begin on 8 of this paper.